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Abstract

It is seen to be essential to maintain an active presence in the retail sector by offering an exceptional client experience. In order to accomplish this, shops must determine and examine the full range of actions that consumers take during encounters (also known as the customer journey). This will allow businesses to offer customers worthwhile experiences at every touchpoint. The retail business is moving toward omnichannel management, a strategy where all of a company's offline and online channels are integrated, enabling customers to switch between channels with ease throughout a cross-channel experience, thanks to the rapid advancement of technology. This paper seeks to fill existing knowledge gaps regarding the relationship between the integration of product and price and the Purchase intention using the analytical-descriptive approach. A research model is drawn the stimulus–organism–response (SOR) framework. By using the survey method to gather information and the multiple regression analysis technique the study was performed among 255 shopper who have ever made an online purchase in Egypt were the survey data have been analyzed using structure equation modelling (SEM). The results show that the integration of pricing and product significantly impact the Purchase intention mediating the role of consumer empowerment. The research results were discussed offering theoretical and practical implications and recommendations to help organizations deliver a consistent and convenient customer experience.

Keywords : Omni-channel integration; purchase intention; consumer empowerment; SOR; and customer experience.

1. Introduction

In today's digitalized environment, a customer's shopping experience frequently involves a number of sales channels to help them select. Depending on their tastes, convenience, and the type of goods, a client expects to navigate channels with ease (Jocevski *et al*.,2019). Omni-channel retailers' primary goal is to continuously improve the consumer experience to meet the real needs of every sales channel. The function of encounters with a firm or brand is related to providing customers with relational, emotional, and cognitive values in addition to functional ones. Omni-Channel retailing has emerged as a result of how modern technology, such as smart mobile devices and fast internet access, has completely altered consumers' shopping habits (Gibson *et al.*,2018). A coordinated strategy that gives a smooth consumer experience across a range of purchase channels and fulfilment options is known as "Omni-Channel retail" (Ishfaq *et al.*2016; Saghiri *et al.*,2018). The Omni-channel phenomena have altered the established supply chain management norms and the physical and online retail industries (Verhoef *et al*.,2015). Many retailers have started fusing data and technology to increase consumer engagement and operational performance in response to the new difficulties presented by the Omni-Channel era (Warner&Wäger, 2019). Retailers may effectively complete fulfilment procedures by utilizing up-to-date inventory information from various fulfilment nodes, and customers can readily track order delivery in real-time product flows (Gibson *et al*.,2018;Ishfaq&Raja,2018). The customer experience (CX) also has become a rapidly growing concept in our world and a vital piece of the puzzle in Omni-channel retailing as well as Omni-channel marketing. Consequently, the Omni-channel retailing concept has promised future success. Although both firms and consumers have been affected considerably, to provide an integrated experience. The Omni-channel method works differently than multichannel commerce from the viewpoints of the retailer and the customer. Regardless of which channel is chosen, each channel now uses its own advantages to service every customer and support a final order placed anywhere, at any time. This means that each channel is no longer focused on customer retention in and of itself. According to (Verhoef *et a.l* ,2015), the goal is to give customers a seamless and comprehensive purchasing experience. Unified operational systems, including those for logistics and post-sale support, are a related objective (Ailawadi and Farris, 2017). Then, shoppers will be able to use a single account to make purchases through all channels, and all necessary data and services will be consistent between channels. Additionally, there are a dearth of research examining the habits of Omni-Channel consumers while making purchases and how they see the integration of channels in the retail market for Omni-Channel home appliances. Despite shifting trends, the channel integration environment is still a major obstacle for retailers, according to Piotrowicz and Cuthbertson (2014). Because they are ignorant of digital marketing channels or distribution-specific customer views. In addition, numerous scholars have endeavored to comprehend how companies can create integrated retailing environments, such as those for information access (Mitchell and Papavassiliou,1999; Bendoly *et al*., 2005); pricing (Neslin and Shankar, 2009; Vogel and Paul, 2015); product assortment (Emrich *et al*.,2015); and order fulfillment

(Ofek *et al.,*2011, Gallino ; Moreno, 2014). We assess how consumer attitudes and behavior relate to their perceptions of channel integration using the stimulus-organization-response (S-O-R) framework.

The S-O-R theory states that concentrate on the integration of the product and price as stimuli (S) to consumer behavior in the Omni-Channel environment, consumer empowerment as a mediating factor in the relationship as the organism (O), and Purchase intention as the response (R) and the result from the consumer empowerment.

2. Literature Review and Hypotheses development

1.2 Omni-Channel Integration

In Omni-Channel retail, Customers are highly connected, strategically selecting the online and offline channels that the retailer offers for both shopping and customer service (Gao and Su, 2017), where they have high expectations for channel consistency and see channel integration as a positive development (Bell *et al.,*2014). Retailers must provide stimuli to draw customers in order to influence their decisions and remove barriers between brick & mortar and online channels, giving them the same consuming experience no matter the channel they are using (Beck and Rygl,2015, Verhoef *et al.,*2015). Customers' decision-making processes for impulse purchases can be influenced by both internal and external stimuli, such as customer characteristics and product qualities (Kimiagari and Malafe, 2021). Among the elements of the Omni-Channel Retail approach. The most basic factor is channel integration, which emphasizes the viewpoint of the consumer through perceptions of channel integration and channel integration's execution from a management perspective (Salvietti *et al.,*2022). Channel integration refers to a method of using multiple channels at once and consistently, providing a greater variety of options for customer-company interaction. As a result, the interaction increases as the integration does (Beck and Rygl, 2015; Kang, 2019). The employment of several channels of engagement, such as the retail channel, the media, the fulfilment mode, the internet, and the physical stores, is acknowledged as a manner to be coordinated. Its objective is to maximize the benefits of each channel, prevent cannibalization, foster synergy, and ultimately improve company performance. (Neslin *et al.*,2006). Channel integration is viewed as a potential strategy for ensuring that customers have a smooth purchasing experience in the context of commerce (Goersch 2002; King *et al.,*2004). According to Cao and Li's (2015) Comprehensive Definition, we define the integration of channel as the extent to which a retailer organizes its various networks in order to foster synergy for the company and provide a smooth shopping experience for its customers. Channel integration is a procedure that aims to enhance the communication and collaboration between various channels. A retailer with strong channel integration will work to synchronize management and operations across all channels. Despite the fact that channel integration techniques are not expressly covered for the Omni-channel retailing environment, examining integration practices has received some attention. We provide an overview of the key concepts of Omni-channel integration based on prior research, including integrated promotion, product and price, transaction information, information access, order fulfilment, and customer support (Bendoly *et al.*,2005, Oh *et al.,* 2012; Jiang *et al.,* 2015). An Omni-channel is "the synergetic management of the many available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels are optimized," according to (Verhoef *et al.*,2015). In order to improve consumer experiences and business performance, Lee (2020) defines Omni-channel retailing as a retail strategy that combines or integrates all channels. Phones, internet stores, brick-and-mortar stores, and mobile stores are all channels in the Omni-channel environment. (Beck & Rygl, 2015). Multi-channel retailing (Juaneda-Ayensa *et al.* 2016), in which distribution channels are accessible on both online platforms and offline storefronts (Li *et al.,*2018), has given rise to the Omni-channel environment. Significant variations between these channels have been noted, nevertheless. The Omni-channel environment differs from a multi-channel environment, as supported by(Hsia *et al*.,2020). Each channel in multi-channel retail is not always integrated, whereas Omni-channel methods offer a more thorough understanding across all channels. For example, the multi-channel retailer serves consumers differently for each distribution and employs distinct workers to serve each distribution, who do not cooperate with one another (Piotrowicz&Cuthbertson,2014). By utilizing several channels, the Omni-channel environment, on the other hand, enables retailers to display all of their consumers' touchpoints and enhances customer procurement (Kazancoglu & Aydin, 2018). Additionally, when more channels are made available, more consumer data is captured at each touchpoint (Hossain *et al.*, 2017). Retail business models are changing as a result of digitalization, social media, big data, and other upcoming technologies like artificial intelligence, virtual reality, and augmented reality, making the use of Omni-channel retail a common strategy (Cai & Lo, 2020). Household appliance firms combine internet and offline marketing channels in this context. Retailers of household appliances can profit from the Omni-channel strategy, notwithstanding Cai and Lo's (2020) claim that it cannot be used in every industry. Household appliance companies can communicate with their customers directly and indirectly by using an Omni-Channel strategy.

Household appliance enterprises, on the other hand, might include indirect client interaction. By the use of online resources that allow for the search of product data. Customers have access to all channels in this setting to buy things.(Additionally,Li *et al.*,2018) and Gao and Yang (2016) provide further evidence that Omni-channel retailing can give customers seamless experiences in which they are free to take actions across channels without experiencing any differences in terms of product and pricing, promotion, transaction information, information access, order fulfilment, or customer service.

1.3 Consumer Empowerment

In earlier research, the idea of consumer empowerment has been thoroughly examined. Generally speaking, the literature has two distinct interpretations. First of all, it entails giving someone permission to exert symmetrical control over or management over other individuals (Clegg, 1989; Sadan, 1997; Cattaneo and Chapman, 2010). It also means giving someone the freedom to do things how they see fit. This interpretation makes more sense in our situation because shops typically give customers options to increase the possibility that they will decide to make a purchase. The ability of consumers to make choices is a key component of consumer empowerment in the power of choice rests with the consumer in commerce (Mathieu *et al.*, 2002). The degree of control that consumers have over their shopping processes is what we refer to as consumer empowerment. According to (Huang *et al.*,2018). consumer empowerment is a favorable subjective condition brought about by customers' views of increasing influence over their buying experiences (Hunter and Garnefeld, 2008), which affects their decisions and interactions with businesses. This happens as a result of customers having access to more information and a wider range of options (Broniarczyk and Griffin, 2014). Research on consumer empowerment must provide a more thorough explanation of the phenomenon and highlight the contributing variables to this behavior (Scholz *et al.,*2019). Keep in mind that consumer empowerment can be interpreted as a means of establishing a connection between their attitudes and behaviors, which explains why it belongs as an organism in the model. In commerce, Channel integration can provide customers with a smoother buying experience and more empowerment. According to Hunter and Garnefeld (2008). consumer empowerment is a favorable state that arises from customers' views of a growing degree of influence over their purchasing decisions and interactions with businesses. This happens as a result of consumers' expanded alternatives and easier access to information (Broniarczyk and Gryphon, 2014). A more thorough knowledge of the phenomena, including the role of the causes supporting this behavior, has to be reported in consumer empowerment research (Scholz *et al.,*2019). Noting this, the inclusion of consumer empowerment as an organism in the model is justified by the possibility that it serves as a link between consumers' views and responses. A smooth shopping experience and improved consumer empowerment are two benefits of channel integration in retail. The first benefit of channel integration is that it gives customers more options when it comes to their shopping experiences. For instance, they can select the channels that best suit their needs. Since online channels are convenient and offline channels are tangible, customers can search for and compare product information online before visiting an offline store to physically inspect the desired product. They can also finish their transactions at the times and locations of their choice using the payment and delivery methods of their choice. Lastly, channel integration gives customers access to more information and an integrated communication mechanism that helps them feel less confused and uncertain. For example, many online stores now provide user reviews, customers can offer their opinions on the services or goods they've acquired as well as their purchasing experiences (Zhang *et al.,*2014). Unified communications. Customers are able to obtain consistent and complementary information from numerous channels thanks to the system. The additional knowledge and integrated communication aid in lowering consumer shopping process uncertainty and assisting them in reaching better judgements. As a result, when customers connect with a retailer that has a strong level of integration, they have access to more options and knowledge, which are the two main variables influencing their empowerment (Broniarczyk and Gryphon, 2014),

1.4 Purchase intention

Purchasing intention is classified as a response in the S-O-R framework.In this context, a response is the behavior that results from being exposed to outside stimuli (Pantano & Viassone, 2015). Prior studies on consumer purchasing patterns revealed that, particularly during the COVID-19 pandemic, people tended to acquire customized goods via voice bots and algorithms on the internet in order to avoid interacting with others in person (Nica *et al.,*2022). Consumer sentiment data from social media platforms can be utilized in the online sphere to ascertain brand sentiment and influence favorable consumer behavior (Kliestik,Kovalova *et al.,*2022). In a similar(vein,Andronie *et al.*,2021) discovered that favorable attitudes toward internet buying that are based on perceived risk and trust implications lead to higher frequency of purchases and a higher perceived value. Additionally, personalized augmented reality, which the Omni-channel shop offers, delivers customer value (Hopkins, 2022).

Additionally, the incorporation of artificial intelligence into algorithms lowers the perceived risk, which is associated with a rise in user intention and the development of social value (Hopkins, 2022; Kliestik, Zvarikova *et al.,* 2022; Nica *et al.,* 2022).

3. Research problem

Omni-Channel retailing and sustainability are two important challenges for the retail landscape that have been changed into an Omni-channel environment. The evolution of mobile devices and social media platforms has led to a massive shift in consumer shopping habits and purchase behavior. Therefore, retailers must engage customers with consistent and progressive experiences across all online and offline interactions. The majority of Omni-retailing research has been conducted from a Western country perspective, so it is critical to examine the gap in Egypt given the growing popularity of local brands and the need for Egyptian retailers to be ready to meet this challenge and build sustainable competitive advantages in the household appliance market. Additionally, many areas are still adjusting to the new technology obstacles, and it would be interesting to investigate how online and offline companies may work together. Integration of retail channels is not a recent phenomenon.(Kaur *et al.,*2019). Numerous academic studies on channel integration can be found in the supply chain management literature. Since the year 2000, businesses have been attempting to combine their channels (Gulati & Garino, 2000). However, Omni-channel selling is a relatively recent idea. There isn't much academic literature on this subject and the earliest studies date only from approximately 2011. This suggests that there is a study deficit on Omni-channel, which (McCormick *et al*.,2014). Some people still prefer to visit actual businesses even if online shopping has considerably increased as a result of the COVID-19 pandemic (Manakitsomboon, 2021). The attitudes of some younger generations towards electronic devices have also altered in order to exhibit more environmentally friendly consumption during COVID-19 (Vătămănescu *et al.,*2021). According to concurrent study on Omni-channel purchasing, customers' desire to make a purchase in that setting is influenced by the non-specific channel shopping experience offered by the Omni-channel retailer (Kazancoglu & Aydin, 2018). On the other hand, online ordering reduces customers' fears about the COVID-19 situation and encourages them to place more orders with online food delivery services (Rowland, 2022). Research on the Omni-Channel environment in Egypt, and particularly how Omni-Channel retailing affects Purchase intention, is lacking. As a result, this study investigates this topic to assist Egyptian retailers in identifying the most crucial channel for us—one with the capacity to gratify clients, boost their consumer empowerment, and raise their purchase intention.

4. Exploratory Study

This study offers fresh insights into the retailing and e-commerce types of literature by elucidating how Omni-Channel retailing influences client purchase intention

First, it offers empirical data on how Omni-channel retailing has affected consumers' views and reactions. Customers have a more favorable opinion of retailers who use Omni-channel retailing as well as greater consumer empowerment and Purchase intention.

Second, we examine the mechanism through which Omni-channel commerce influences consumer empowerment to the Purchase intention.

Our explanation of how Omni-Channel retailing can result in increased consumer empowerment and Purchase intention is based on the mediating construct of Consumer empowerment.

Thirdly, this study is the first application of the SOR paradigm to research on Omni-channel retailing in the home app. An exploratory Face-to-face semi-structured interview was used in a qualitative study. With 5 professionals in Omni-Channel retailing in the private sector in Egypt. The interviews were conducted using questions from the questionnaire shown in Appendix. Those questions addressed Omni-channel integration as an antecedent of Consumer empowerment that faces shoppers regarding household appliances.

From these interviews, the researcher concluded the following points:

Retailers are slow to adopt an Omni-Channel strategy, and those that do face numerous significant obstacles to successfully implementing an integrated Omni-Channel strategy in their organization. This article discusses a few Omni-channel implementation issues and shows how these issues could be fixed and transformed into skills to satisfy Omni-consumers. Retailers confront specific challenges, including (but not limited to) the relative absence of theory that hinders our understanding of Omni-Channel strategy (Emarketer.com *et al.* 2019, Oracle Retail 2014, Picot-Coupey *et al.*,2016; Emarketer.com *et al.)*

- Making use of systems and technological developments in information and communication technology (ICT*)* (Lazarus and Vrechopoulos 2014).
- According to David Stone and David Woodcock (2014*),* BI stands for business intelligence.
- Employing customer relationship management, or CRM (2015) Demo-Haley, Rihter and ter Halle (2015).
- Piotrowicz and Cuthbertson (2014), "Redesigning the supply chain."
- Omni-channel marketing implementation (Demko-Rihter *et al.*,2015)

One of the interviewees stated that the following:

“The ability for retailers to offer an integrated, planned, customer-focused strategy across all channels to all consumers is very hard to overcome”.

“How to manage the pricing & advertising Strategy among the channels”

"Purchasing & Inventory management is one of the main challenging issues"

•According to the above interviews, content validity was established for the measures that were intended to measure the mentioned dimensions in the research model.

The following hypotheses were created to help the research goals be met:

H1: There is a significant and positive relationship between the integrated product and price (IPP) and consumer empowerment.

H2: There is a significant and positive relationship between integrated promotion (IP) and consumer empowerment.

H3: There is a significant and positive relationship between consumer empowerment and integrated transaction information (ITI).

H4: There is a significant and positive relationship between consumer empowerment and integrated information access (IIA).

H5: There is a significant and positive relationship between consumer empowerment and integrated order fulfillment (IOF).

H6: There is a significant and positive relationship between consumer empowerment and integrated customer service (ICS).

H7: There is a significant and positive relationship between the consumer empowerment and Purchase intention.

The research framework is represented in Figure 1

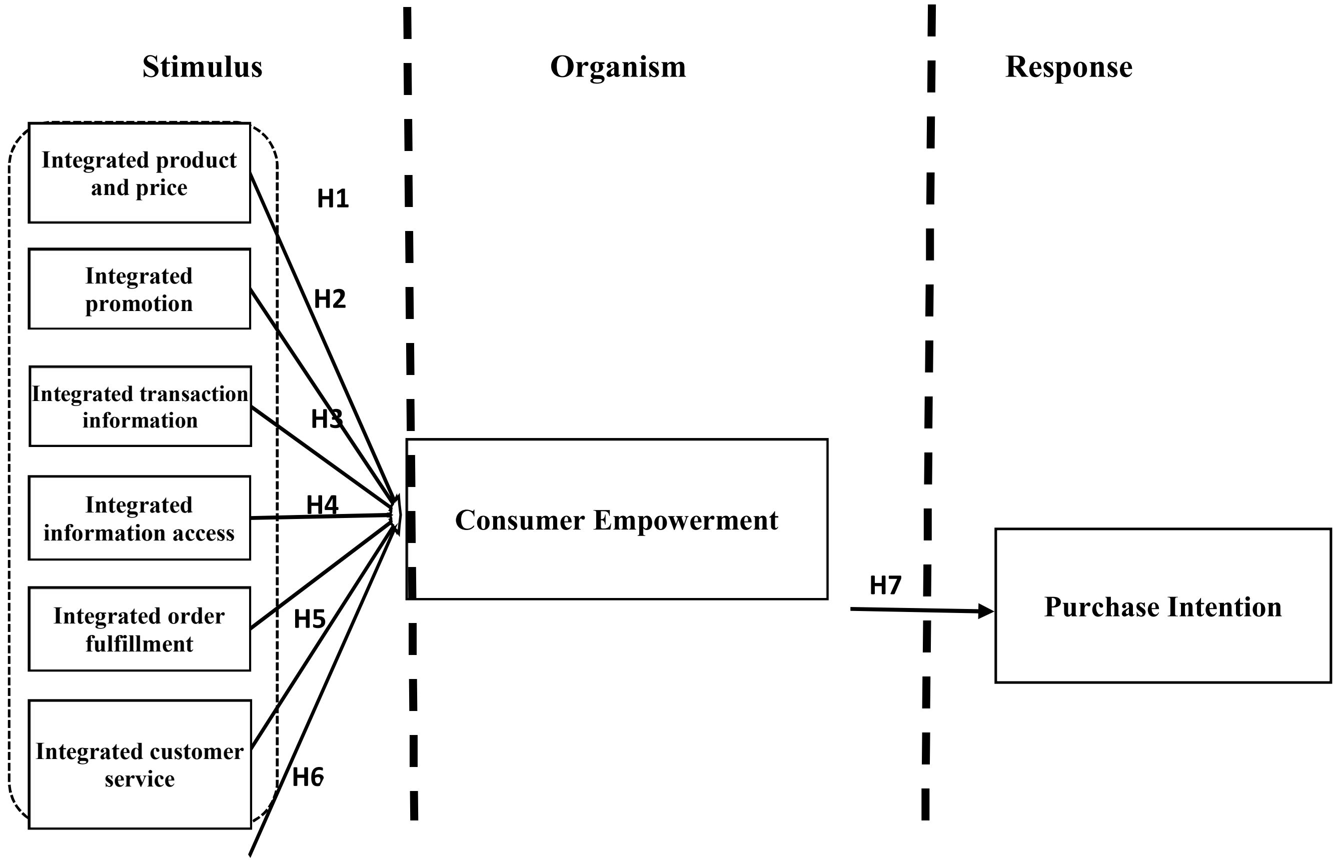

Figure 1. Model for Research

Source: The researcher's creation

5. Methodology Sampling and data collection

The current study has used a mixed method methodology, which involves using both quantitative and qualitative methodology. That’s for two reasons; first, because using both methods increase the confidence level of the findings. Second, gathering the two methods helps in making the research problem more precise and clearer as the two methods are considered complementary not competitive (Malhotra, 2010; Creswell, 2013).

The target population for this study includes all Egyptian residents who have ever made an online purchase. Nearly 82 million Egyptians were using the internet as of January 2024. Compared to about 81 million users the year before, this represented an increase.

Ten years ago, there were 27 million internet users in the nation; today, there are more than that. Egypt'sinternet users: https://www.statista.com/statistics/462957/ With 41.36 million Egyptians doing purchases online and a growth rate of 17.5% in 2024 alone, the country's e-business

market has contributed to the 10.1% increase in the global growth rate this year. E-business sales are predicted to rise steadily over the coming years, just like in Egypt.
https://www.go-globe.com/ecommerce-statistics-and-trends-infographics-in-egypt/#:~:text=for%20the%20customers.,ECommerce%20Egypt%20Statistics%20and%20Trends%3A,consumer%20goods%20via%20the%20internet.
According to the latest available data about the characteristics of internet users at that time, 38.6 percent of Egypt's social media users were female, while 61.4 percent were male. https://datareportal.com/reports/digital-2024-egypt
Individuals between the ages of 18 and 65 who shop online make up the sample unit. A non-probability sample was utilized because this is an unlimited population without a sampling frame. Considering the goals of the study, the research population is diverse in terms of age, gender, new versus repeated buying experiences, and goal-oriented versus experiential shopping situations. People who are easy to reach, such friends or classmates, are chosen as participants. Not every item or subject has an equal chance of being chosen using this sampling strategy (Etikan,2016). Although it makes sampling easier and is occasionally the only choice, it frequently lacks generalizability, meaning that results are only applicable to the particular sample and not the larger population (Etikan,2017). It is advised to use non-probability sampling when equal chance selection is not feasible. Though more prone to selection bias, it is quicker and less expensive than probability sampling. As a result, data was gathered using a snowballing sampling technique, which uses networks to choose a study sample and is especially helpful when the researcher knows nothing about the group. Additional participants result from initial encounters, which facilitate communication and decision-making. The researcher's professional or personal connections are crucial to its efficacy. This approach relies on these relationships for success, which makes it perfect for locating people who are difficult to locate but also dependent on the researcher's network (Waters,2015). Snowball sampling is still useful for investigations when it is difficult to have direct access to people, despite its drawbacks (Waters, 2015). There is available data about the characteristics of the online shopping population will be shown in the next section.
The methodology of selecting the sample size is the random sampling technique, an on-line questionnaire was created and distributed in selected areas of Greater Cairo, the capital of Egypt due to time and resources constraints and because online shoppers are concentrated more in the capital city (www.egypt-business.com). The researcher succeded in collecting 255 responses. Since the online population is huge so we distributed a bigger number so that we can reach a representative sample. Therefore, 250+ sample size deemed appropriate. (Hair *et al.,* 2014). The next section will discuss the data collection phase and how we treated the samples.
The methodological procedures of a study constitute one of the fundamental aspects that researchers must clarify to substantiate the scientific approaches they employed during the research process. These procedures refer to the pathways and methods researchers used to arrive at their findings. Consequently, academic rigor necessitates detailing all the approaches and dimensions the researcher undertook while conducting the study, in order to validate the results

with well-supported evidence and reinforce them with robust scientific principles and theories grounded in research methodologies.

Since methodology serves as the cornerstone of scholarly work, research conducted without a clear methodological framework loses its inherent academic value. This value must be explicitly tied to defined methods, which incorporate principles established by research methodologies and impose specific conditions for their application. These conditions ensure that the findings are judged as credible, reliable, and generalizable.

6.Measures

The study relied on two primary data sources:

6.1 Secondary Sources

For the theoretical framework, the researcher consulted secondary data sources, including Arabic and foreign books, academic references, peer-reviewed journals, articles, reports, and prior studies related to the research topic. Additional sources were drawn from reputable online databases and digital resources.

6.2 Primary Sources

Primary data was collected through field research, specifically via a structured questionnaire designed for this purpose. The questionnaire was distributed to the study's sample population to gather the required data.

Second: Field of study

a) Pilot Sample

Prior to expanding the current study, the researcher conducted a pilot study to assess the instrument's robustness, clarity, and suitability for the research objectives in terms of content validity, reliability, and respondents' comprehension of its components. Accordingly, the researcher distributed the questionnaire to a pilot sample of (70) respondents to verify its validity, specifically examining the criteria of validity and reliability for the research instrument. This step is essential before administering the questionnaire to the actual study sample. Once the questionnaire's validity and reliability were confirmed, it was distributed to the main study sample. Notably, the pilot sample was excluded from the actual study sample.

b) Main Sample

After verifying the measurement instrument's validity and reliability, the researcher electronically distributed the questionnaires via email/what`s up to the study participants. The total number of completed responses received was (255) questionnaires.

A) The validity of the study

The trends associated with the concepts of validity and reliability indicate the ability of the tool used to achieve its intended purpose, and its enjoyment of high reliability and reliability if it is reused by others, under conditions similar to the current application conditions of the research study, in the event that the tool is able to measure the purpose for which it was designed.

It enjoys a high degree of validity, and within the framework of this ability to measure, validity takes various forms, the most important of which is the validity of the content that represents the phenomenon under study according to various scientific theories, which is followed by different types of validity that represent an extension of this main type. Among the subjects, it is attributed to the characteristics between them, or to the independent variables, or are they just errors caused by chance. As for the reliability of the tool, this form can be achieved if the used tool, if reapplied in a similar environment and circumstances, yields close results. Both honesty and stability are considered important in business. research, as both achieve the validity of the questionnaire, so the study must rely on validity through honesty and consistency.

1. Convergent Validity

Convergent honesty refers to the extent to which the measurement questions converge and agree with each other when measuring the same dimension and also indicates that the measures that are supposed to be theoretically related must also be related in practice, and this is verified by the values of the saturation of the outer loading variables appearing on the latent variable and here (Hair.2021) poin/ted out that the minimum saturation values are (0.70) and Shiism indicates Loading To the strength of the relationship between the elements or indicators (statements) and the concept to be measured, and the values of Indicator reliability must be greater than (0.50) and indicates the stability of the elements or indicators (phrases) that make up the scale (Joseph, 2017), and to also ensure that the convergent honesty is achieved, the value of the extracted average variance (AVE) must be greater than (0.50), Table (9) shows the results of the convergent validity of the study tool.

*2.*Discriminant Validity

The measure of the discriminant validity criterion is based on the Fornell-Larker index (Ab Hamid, 2017). Discriminatory validity refers to the spacing of statements for a variable, their non-repetition, and their overlap with other variables. It can be obtained by testing the discriminatory validity matrix between study variables, which measures that the statement the sample measures the variable for which it was built and does not measure other variables.

B) Reliability of the study

Reliability is considered one of the fundamental indicators for assessing the quality of a measurement instrument, as it reflects the degree of internal consistency in the instrument's results when applied under similar conditions. A reliability coefficient is deemed acceptable if it exceeds the established minimum threshold of 0.70, as indicated by (Boubaker,*et al.,* 2020). The researcher verified the reliability of the study instrument using two methods:

1- To assess the items' internal consistency, use the Cronbach's Alpha coefficient.
2- Composite Reliability (CR) to assess the reliability of the latent variables within the model.

7. Findings and Results

7.1 Descriptive Statistics

Table 1. shows the results of the proximity validity test.

Dimensions	Statements	Convergent Validity		
		Loadings	Indicator reliability	AVE
		0.70 <	0.50 <	0.50 <
Integrated Product and Price	Both online and offline platforms provide a consistent description of the product.	0.990	0.980	0.960
	Both online and offline outlets offer the same product price.	0.977	0.955	
	Both online and offline platforms offer a uniform taxonomy of product categories.	0.972	0.945	
Integrated Promotion	Promotions on online channels are the same as at the physical store.	0.967	0.935	0.897
	I can find advertisements for the products on both the online and offline stores.	0.944	0.891	
	The brand's website provides the address and contact information of the physical stores	0.936	0.876	
	I can find the same brand name, logo, and slogan of the retailer on their website, social media channels, and at the physical store	0.941	0.885	
	I can redeem the retailer's vouchers in the physical store or on their website	0.948	0.899	
Integrated Transaction Information	I can access both my online and offline purchase history through the retailer's website or at the physical store.	0.918	0.843	0.813
	I can access both my online and offline purchase history through the retailer's website or at the physical store.	0.903	0.815	
	The retailer provides me with future purchase recommendations.	0.883	0.780	
Integrated Information Access	I can search for product availability in the physical store through the retailer's website.	0.968	0.937	0.871
	I can easily access the retailer's website and social media platforms	0.931	0.867	
	I can check for the company inventory status at the physical store through their website	0.941	0.885	
	I can search for answers using the Internet kiosks provided in the physical store without asking for assistance.	0.891	0.794	
Integrated Order Fulfilment	I can self-collect my online purchases at the retailer's physical store	0.873	0.762	0.814
	I can easily ship my online order to any branch of the retailer	0.956	0.914	
	I can make payments for my online purchases at the physical store	0.885	0.783	
	I can order out-of-stock items in the physical store through their website.	0.892	0.796	
Integrated Customer Service	I can return, repair, or exchange products purchased online in the retailer's physical store.	0.935	0.874	0.802
	Post-purchase services support for products purchased is provided at the retailer's physical store and website.	0.922	0.850	
	I can access the service assistant through a real-time chat program on the retailer's website and social media platforms	0.827	0.684	

Consumer empowerment	In my dealings with this retailer, I feel I am in control	0.890	0.792	0.763
	The ability to influence the goods and services of this retailer is beneficial to me	0.888	0.789	
	I feel good because of my ability to influence the choice set offered to me by this retailer	0.916	0.839	
	During the shopping process, I can select products and services freely.	0.863	0.745	
	My influence over this retailer has increased relative to the past.	0.808	0.653	
Purchase intention	I have an intent to purchase the products(s) from this retailer.	0.917	0.841	0.652
	I have an intent to recommend this retailer to my friends.	0.877	0.769	
	I intend to make another purchase from this retailer if I need the products I will buy.	0.930	0.865	

It is clear from Table (1) that all the averages of the explained variance (AVE) are greater than (0.50); Therefore, it is statistically acceptable for all dimensions used in this study. Indicator reliability values were extracted for all study expressions, as they were greater than (0.50); The saturation coefficients (Factor loading) were extracted for all the study phrases, which are shown in Figure (5), which indicates that the values of the saturation coefficients for the study phrases were greater than (0.70) and are within the accepted standard

Table (2) demonstrates that all diagonal values are higher than the cross-loadings, indicating the distinctiveness of each dimension from the others and confirming the achievement of discriminant validity for all variables utilized in the study.

Dimensions	X1	X2	X3	X4	X5	X6	M	Y2
Integrated Product and Price_X1	0.980							
Integrated Promotion_X2	0.417	0.947						
Integrated Transaction Information_X3	-0.009	0.188	0.901					
Integrated Information Access_X4	0.326	0.135	0.044	0.933				
Integrated Order Fulfilment_X5	0.030	0.222	0.203	-0.020	0.902			
Integrated Customer Service_X6	0.146	0.487	0.264	0.134	0.020	0.896		
Consumer empowerment_m	0.166	0.128	0.128	0.187	0.186	0.215	0.874	
Purchase Intenation_Y1	0.446	0.790	0.177	0.195	0.173	0.380	0.184	0.807

The table clearly shows that all the diagonal values (highlighted), which represent the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) for each dimension, are substantially higher than the corresponding correlation coefficients with other dimensions in the respective rows and columns. According to the criterion established by Fornell and Larcker (1981), this serves as strong evidence of discriminant validity, indicating that the measurement instruments are capable of distinguishing between different constructs and that there are no indications of conceptual overlap or similarity .Moreover, these results support the structural validity of the model and reinforce the reliability of the measurements employed to test the relationships between variables within the structural model. Therefore, it can be concluded that the data meets the requirements for conceptual distinctiveness, thus allowing for the advancement toward hypothesis testing and causal path analysis with appropriate statistical confidence.

The preceding Table (3) illustrates the following:

First: Cronbach's Alpha Coefficient:

The values ranged from 0.980 for the "Integrated Product and Price" dimension). The result indicates a high level of internal consistency, demonstrating the reliability of the instrument.

Second: Composite Reliability (CR):

The values ranged from 0.986 for the "Integrated Product and Price" dimension value exceed the required minimum threshold of 0.70, confirming the presence of composite reliability for the instrument.

These results further reinforce the reliability of the study instrument, enabling its use in hypothesis testing and in achieving the research objectives. Moreover, they suggest that the items used to measure the variables exhibit a high degree of internal consistency and structural reliability, which is a fundamental prerequisite for ensuring the validity of the results derived from statistical analysis. Accordingly, the acceptable levels of reliability serve as an indicator of the quality of the measurement instrument and qualify it for application in similar studies within the same research context.

un	Dimensions	number of statements	Alpha Cronbach	Composite Reliability
1	Integrated Product and Price	3	0.980	0.986
2	Integrated Promotion	5	0.972	0.978
3	Integrated Transaction Information	3	0.886	0.929
4	Integrated Information Access	4	0.951	0.964
5	Integrated Order Fulfilment	4	0.931	0.946
6	Integrated Customer Service	3	0.880	0.924
7	Consumer empowerment	5	0.923	0.941
8	Customer Citizenship behavior	6	0.953	0.957

First: *Analysis of Statements*

Table 4. Averages and standard deviations of the study sample's perceptions of the items (Integrated Product and Price), n = 255

Dimensions of Omni-Channel Integration	Number of phrases	Order of importance	mean	Std. Deviation	relative weight	significance level
Integrated Promotion	5	1	3.874	0.922	77.47%	High
Integrated Customer Service	3	2	3.851	1.035	77.02%	High
Integrated Order Fulfilment	4	3	3.833	1.036	76.67%	High
Integrated Transaction Information	3	4	3.818	1.053	76.37%	High
Integrated Information Access	4	5	3.801	1.100	76.02%	High
Integrated Product and Price	3	6	3.733	1.053	74.67%	High
The total degree of dimensions of Omni-Channel Integration			3.818	0.898	76.36%	High

Table (4) presents a detailed analysis of the study sample’s opinions on the dimensions of multimedia channel integration, including the means, standard deviations, and weighted percentages for each dimension. The results show a high level of agreement among the participants, with an overall mean for all dimensions of 3.818, accompanied by a relatively low standard deviation of 0.898, reflecting a convergence of opinions and indicating a high level of awareness regarding the importance of channel integration in the retail environment. The overall weighted percentage of 76.36% underscores the strong performance of these integration components, confirming the importance of investing in these dimensions to enhance customer experience and improve operational efficiency. Analyzing the ranking of the dimensions according to their importance from the participants' perspectives, it is evident that the integrated promotion dimension ranked first, with a mean of 3.874, a standard deviation of 0.922, and a weighted percentage of 77.47%. This indicates a clear interest among participants in the consistency of promotional messages across different channels and the importance of this consistency in attracting customers and encouraging positive interaction with the brand. In second place, the integrated customer service dimension ranked with a mean of 3.851, a standard deviation of 1.035, and a weighted percentage of 77.02%. This demonstrates the participants' recognition of the importance of providing unified and effective after-sales services and technical support, both through digital and physical channels. The integrated order fulfillment dimension ranked third, with a mean of 3.833, a standard deviation of 1.036, and a weighted percentage of 76.67%, reflecting the participants' awareness of the importance of offering multiple and flexible options for product delivery and payment, in alignment with varying customer preferences. Transaction information integration ranked fourth, with a mean of 3.818, a standard deviation of 1.053, and a weighted percentage of 76.37%, highlighting the importance of providing transaction information in a cohesive and comprehensive manner across all channels. The integrated information access dimension ranked fifth, with a mean of 3.801, a standard deviation of 1.100, and a weighted percentage of 76.02%. This indicates the availability of information across various channels at a good level, although it is somewhat lower than the other dimensions. Finally, the product and price integration dimension ranked sixth and last, with a mean of 3.733, a standard deviation of 1.053, and a weighted percentage of 74.67%. While this dimension still falls within a high evaluation range, its results suggest an opportunity to improve coordination between channels concerning product and pricing information to ensure a unified and integrated shopping experience. Overall, these results reflect the participants' awareness of the importance of multimedia channel integration in enhancing service quality and achieving a coherent shopping experience. This highlights the need to develop comprehensive and integrated strategies that include promotion, service, information, and execution, which would support customer satisfaction and contribute to building sustainable relationships with customers.

Descriptive Statistics Results (Consumer empowerment)

Table (5) Means and standard deviations of the opinions of the study sample regarding the items (Consumer empowerment), n = 255

nu	Consumer empowerment items	mean	Std. Deviation	relative weight	significance level
23	In my dealings with this retailer, I feel I am in control	3.67	1.227	73.40%	High
24	The ability to influence the goods and services of this retailer is beneficial to me	3.93	1.082	78.60%	High
25	I feel good because of my ability to influence the choice set offered to me by this retailer	3.92	1.069	78.40%	High
26	During the shopping process, I can select products and services freely.	4.17	1.088	83.40%	High
27	My influence over this retailer has increased relative to the past.	3.88	1.103	77.60%	High
Total Consumer empowerment		3.914	0.916	78.27%	High

* The numbering of the items was arranged according to their sequence in the questionnaire list across all the study tables.

Table (23) presents the mean scores and standard deviations for the study sample's responses to statements related to consumer empowerment. The results indicate that the participants' evaluation of their empowerment in their interactions with the retailer was relatively high, with a total mean score of (3.914), a standard deviation of (0.916), and a percentage of (78.27%), reflecting a relatively close alignment of opinions and a low degree of dispersion. This suggests a notable awareness among consumers of their roles and influence in the purchasing process. The statement number (26), "During the shopping process, I can select products and services freely," recorded the highest mean score among the statements (4.17), with a standard deviation of (1.088) and a high percentage of (83.40%), indicating a strong sense of independence in making purchasing decisions, which is a positive indicator of consumer empowerment in the shopping environment.

In contrast, statement number (23), "In my dealings with this retailer, I feel I am in control," ranked lowest in terms of mean score, with a value of (3.67), a standard deviation of (1.227), and a percentage of (73.40%). Although this is still within the high range, it may suggest variability in individuals' sense of control or differences in the store's practices that contribute to enhancing this perception.

These results indicate that consumers feel a high level of empowerment, especially through the freedom of choice and influence over the products and services offered, which positively impacts their satisfaction and engagement with the brand.

Descriptive Statistics Results (Purchase intention)

Table 6. Averages and standard deviations of the study sample's perceptions of the items (Purchase intention), n = 255

nu	Purchase intention items	mean	Std. Deviation	relative weight	significance level
1	I have an intent to purchase the products(s) from this retailer.	4.04	1.075	80.80%	High
2	I have an intent to recommendthis retailer to my friends.	3.93	1.019	78.60%	High
3	I intend to make another purchase from this retailer if I needthe products I will buy.	3.99	1.129	79.80%	High
total Purchase intention		4.009	0.910	80.17%	High

* The numbering of the items was arranged according to their sequence in the questionnaire list across all the study tables.

Table 6: Averages and standard deviations of the study sample's perceptions of the items to statements regarding Purchase intention. The results indicate that the overall evaluation of the study sample was high, with a total mean score of (4.009), a standard deviation of (0.910), and a percentage of (80.17%), reflecting a convergence in participants' views and a relatively low level of variance in the responses.

Results of the study hypotheses

First hypothesis H1

H1: There is a significant and positive relationship between the integrated product and price (IPP) and Consumer empowerment.

To verify the validity of the first hypothesis, the researcher employed simple linear regression.

Table 7. presents the results of the simple linear regression analysis for the effect of integrated product and price (IPP) and Consumer empowerment.

Dependent variable	R	R^2	F	Sig	DF		Regression coefficient B		T	Sig
Consumer empowerment	0.660	0.436	195.498	0.00	Regression	1	Constant	8.843	13.982	0.00
					Residual	253	integrated product and price	0.957		
					Total	254				
Prediction equation (Simple linear regression)				Consumer empowerment =8.843 + 0.957 Omni channel integration						

As shown in Table (7), there is a strong positive relationship between the Omni-channel integration and Consumer empowerment, with a correlation coefficient (R) of 0.660.
This indicates a moderate to strong direct relationship between these two variables. The significance level was 0.01, meaning that this relationship is statistically significant.
Additionally, the coefficient of determination (R^2) is 0.436, which means that 43.6% of the variations in Consumer empowerment can be explained by changes in the omnichannel integration dimension. This indicates a significant impact of the integrated omni channel on Consumer empowerment, reflecting the strength of the relationship between the variables and the effect of this dimension on Consumer empowerment.
Moreover, the value of β is 0.957, meaning that for every one-unit increase in the integrated omnichannel dimension, Consumer empowerment will increase by 0.957 units. This result demonstrates that the integrated product and price have a significant effect in enhancing Consumer empowerment, supporting the hypothesis that the interaction between these factors strengthens the consumer's ability to make more independent purchasing decisions.
The calculated F-value of 195.498 and the t-value of 13.982 confirm the significance of this effect, as these values indicate that the result is significant at the 0.01 level, further validating the first hypothesis, which states that A strong and favorable correlation exists between Consumer empowerment and the integrated omnichannel.
Based on the above, the first hypothesis can be accepted, which states that there is a strong positive relationship between the integrated omni channel and Consumer empowerment.

Hypothesis H7

H7: There is a significant and positive relationship between consumer empowerment and Purchase intention.

Table 8:presents the results of the simple linear regression analysis for the effect of consumer empowerment and Purchase intention.

Dependent variable	R	R^2		F	Sig	DF		Regression coefficient β		t	Sig
Purchase intention	0.800	0.641		450.811	0.00	Regression	1	Constant	5.208	21.232	0.00
						Residual	253	consumer empowerment	0.400		
						Total	254				
	Prediction equation (Simple linear regression)					Purchase intention =5.208 + 0.400 consumer empowerment					

The results of the simple linear regression analysis presented in Table (8) indicate a strong positive relationship between consumer empowerment and Purchase intention. The correlation coefficient (R = 0.800) reflects a strong direct relationship between the two variables, suggesting that enhancing the quality of the relationship between the customer and the company or brand promotes Purchase intention. As consumer empowerment improves, whether through providing better services or offering an integrated customer experience, customers become more inclined to engage in citizenship behaviors, such as recommending the brand or offering constructive feedback and support. An analysis of the coefficient of determination ($R^2 = 0.641$) reveals that 64.1% of the variations in Purchase intention can be explained by changes in consumer empowerment. This indicates that consumer empowerment has a significant impact on Purchase intention. In other words, improvements in the relationship between the customer and the organization have a tangible influence on the customer's willingness to perform positive actions, such as promoting products or offering useful advice to others.The β coefficient (β = 0.400) shows that each one-unit increase in consumer empowerment leads to a 0.400-unit increase in Purchase intention. This result suggests that consumer empowerment is not merely a secondary factor in enhancing customer behaviors but is a principal factor with a considerable impact. In other words, companies that invest in improving the quality of their relationships with customers are likely to witness significant improvements in Purchase intention. Furthermore, the calculated F-value (450.811) and t-value (21.232) confirm the statistical significance of this effect at the 0.01 significance level, thereby supporting the validity of the eighth hypothesis, which posits a strong and positive relationship between consumer empowerment and Purchase intention. These values indicate that the relationship between the two variables is not only strong but also highly statistically significant, reinforcing the hypothesis that consumer empowerment has a substantial effect on Purchase intention. Based on these results, it can be concluded that consumer empowerment plays a major role in enhancing Purchase intention. When customers perceive a high-quality relationship with a brand or institution—through excellent customer service or positive and sustained interactions—they become more willing to engage in supportive behaviors that benefit the organization. Such behaviors include promoting products and services or providing positive reviews, which enhance the brand's reputation and contribute to its growth. Moreover, consumer empowerment fosters a sense of belonging and loyalty among customers, motivating them to provide constructive feedback that aids organizational improvement, and to participate voluntarily in promotional or volunteer activities without expecting direct compensation. This type of behavior reflects a voluntary commitment from customers toward the institution and constitutes a form of intangible value that is difficult to achieve without a strong and stable relationship. Therefore, investing in building high-quality relationships impacts not only on customer satisfaction but also serves as a foundational pillar in fostering citizenship behaviors that benefit the organization in the long term. Additionally, a strong relationship creates a positive psychological climate in which the customer feels valued and respected, motivating proactive behaviors that serve the organization, such as defending it in social or media settings, or maintaining loyalty to its products and services despite the availability of competing alternatives. This relationship, built on trust and mutual respect, also reduces the likelihood of negative behaviors, such as excessive complaints or public criticism, which in turn enhances organizational stability and market reputation.

8. Discussion

Omni channel integration create a significant impact on consumer empowerment, making this omnichannel variable one of the most important. Because consumers are well-informed, consistency across different purchasing channels is an indispensable requirement. These results are aligned with those of(Gao *et al.*,2021) and Cattapan and Pongsakornrungsilp (2022), which highlight its importance to customer satisfaction. Previous omnichannel research has mostly concentrated on the effects of channel integration quality on customer responses, including omnichannel usage intentions (Gao *et al.,*2021), offline and online purchase intentions (Swoboda and Winters, 2021), consumer empowerment and engagement (Chen *et al*.,2022), customer stickiness intentions with the focal retailer (Lin *et al.*,2022), and the word-of-mouth behavior of omnichannel shoppers (Sombultawee and Tansakul,2022). Nonetheless, previous studies have also emphasized the need for more investigation into omnichannel customers' value co-creation behavior (Cui *et al.,*2022; Natarajan *et al.*,2023; Tueanrat *et al.,*2021).

However, after conducting a thorough review of the literature, we were unable to locate any studies that linked quality to Purchase intention.

Our study's findings demonstrate that the quality of omnichannel channel integration significantly improves the quality of the relationships that businesses build with their omnichannel customers, which in turn affects the quality of those relationships. The findings showed that all three aspects of consumer empowerment were influenced by channel integration.

9. Research implications

These findings have theoretical and practical implications for organizations.

9.1 Theoretical Implication

The omni-channel literature is still in its early stages, as this thesis states at the outset (Piotrowicz& Cuthbertson, 2014; Verhoef, Kannan & Inman, 2015). Maximizing the integration of online and offline channels is the goal of creating an omni-channel environment (Herhausen *et al.,*2015). The impact of omnichannel integrations on Purchase intention was examined in our study. Although channel connections make consumer behavior more unpredictable, omni-channel merchants should nevertheless be aware of this fact (Kilcourse & Rosenblum, 2015). Numerous academic fields have expressed interest in the recent notable shift from multichannel to omnichannel services.

In this sense, by offering empirical support for a research model with useful components, the current study has made a substantial contribution to earlier research on this new phenomenon. In the following methods, this study aims to close the current knowledge gap around omnichannel customer experience and channel integration.

First, while it is true that most studies have attempted to investigate the effects of channel integration with other response variables, finding positive associations in customers with regard to their satisfaction (Seck & Philippe, 2013), commitment, mouth-to-mouth (Lee *et al.,*2019), empowerment (Zhang *et al.,*2018), perceived fluidity (Shen *et al.,*2018), switching costs (Li *et al.,* 2018), perceived value (Hamouda, 2019), and cross-buying intentions (Hossain *et al.,* 2020). However, prior research has concentrated on dependent variables such as omnichannel customer patronage intentions (Lim *et al.,* 2022; Mishra *et al.,* 2022), stickiness intentions (Lin *et al.,* 2022), shopper engagement and empowerment (Chen *et al.,* -2022), and word of mouth intentions (Li *et al.,* 2022).

9.2 Practical Implications

Retailers must first grasp the fundamentals of omnichannel retailing, which prioritizes the client over merely adding more channels. They should continuously assess the needs of their clients and provide comparable, varied goods and services on all platforms. Retailers need to divide up their customer base according to how many channels they utilize to make purchases in order to understand shifting consumer preferences. Retailers must use big data, artificial intelligence (AI), and other technologies to manage each channel cooperatively in order to improve the quality of channel integration in the future (Chen *et al.,* 2022). Retailers could use promotional messaging to raise awareness of their multi-channel presence, cross-channel feedback sharing capabilities, and thorough product descriptions. Customers need to understand how the services vary depending on the channel. All of these activities may eventually affect shopper commitment, as this study suggests

.

10.Limitations and directions for future directions

A few shortcomings of this study indicate areas that warrant more investigation in the future. First off, the study's cross-sectional methodology may have limited its ability to fully prove the causal links. Therefore, it may be easier to determine the causal relationship between the factors influencing customer outcomes in future research that uses a longitudinal approach. Second, since the study's data came from a single nation, it could be helpful to repeat the research in other areas to increase generalizability. Thirdly, the study only examined a small number of factors to determine how consumers view omnichannel integration; however, to provide more insight, future research might look at additional factors including culture, the diffusion of innovation, and so on.

Investigate further the effects of additional factors, such as the customers' geography and lifestyle. Extend the scope to encompass more contexts both locally, such as other governorates, and abroad, such as other African, Asian, European, and Latin ones, and assess the results. In addition to using a longitudinal strategy, incorporating a qualitative approach could yield a more comprehensive understanding that will open up some new possibilities. The non-probability sample used in this study may have limited the results' applicability to the entire population of internet shoppers. Future studies should therefore focus on employing a probability sample in order to generalize the findings to the entire population of internet shoppers. Lastly, it is essential to carry out further study on generation Alpha in order to give FMCG retailers a current, practical framework. to guarantee business continuity and provide a foundation for scholars to further explore their similarities and differences with respect to previous generations.

11.Conclusion

The findings show that omnichannel integration in an omnichannel environment plays a predominant role in constructing customer citizenship behavior. In Omni-Channel retail, Customers are highly connected, strategically selecting the online and offline channels that the retailer offers for both shopping and customer service (Gao and Su, 2017), where they have high expectations for channel consistency and see channel integration as a positive development (Bell *et al.,* 2014). Retailers must provide stimuli to draw customers in order to influence their decisions and remove barriers between brick & mortar and online channels, giving them the same consuming experience no matter the channel they are using (Beck and Rygl, 2015; Verhoef *et al.,* 2015). Customers' decision-making processes for impulse purchases can be influenced by both internal and external stimuli, such as customer characteristics and product qualities (Kimiagari and Malafe, 2021). Among the elements of the Omni-Channel Retail approach.

The most basic factor is channel integration, which emphasizes the viewpoint of the consumer through perceptions of channel integration and channel integration's execution from a management perspective (Salvietti *et al.,* 2022). Channel integration refers to a method of using multiple channels at once and consistently, providing a greater variety of options for customer-company interaction. As a result, the interaction increases as the integration does (Beck and Rygl, 2015; Kang, 2019).

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المستخلص

من أجل توفير تجربة عملاء متفوقة، يعتبر البقاء نشطًا في قطاع البيع بالتجزئة أمرًا أساسيًا. لتحقيق هذا الهدف، يحتاج تجار التجزئة إلى تحديد وتحليل النطاق الكامل للأنشطة التي يقوم بها العملاء عند تفاعلهم (أي رحلة العميل)، حتى تتمكن الشركات من تقديم تجارب قيمة للعملاء في جميع نقاط التفاعل معهم (أي نقاط الاتصال). بفضل التطور السريع للتكنولوجيا، يتحول قطاع التجزئة نحو إدارة متعددة القنوات، وهي استراتيجية يتم فيها دمج جميع القنوات غير المتصلة بالإنترنت والمتصلة بالإنترنت للشركة، مما يسمح للعملاء بالانتقال بسلاسة من قناة إلى أخرى في تجربة عبر القنوات. تسعى هذه الدراسة إلى سد فجوات المعرفة الحالية فيما يتعلق بالعلاقة بين تكامل المنتج والسعر ودعم العملاء باستخدام النهج الوصفي التحليلي. تم رسم نموذج بحثي في إطار الحافز والحالة الداخلية للفرد والاستجابة .(SOR) باستخدام طريقة المسح لجمع المعلومات وتقنية تحليل الانحدار المتعدد، أجريت الدراسة على 255 متسوقًا قاموا بعملية شراء عبر الإنترنت في مصر حيث تم تحليل بيانات المسح باستخدام نمذجة المعادلة الهيكلية .(SEM) تُظهر النتائج أن تكامل التسعير والمنتج يؤثر بشكل كبير على مناصرة العملاء، ممتأثرا بجودة العلاقة. وقد نوقشت نتائج البحث، مُقدمةً تطبيقات نظرية وعملية وتوصيات لمساعدة المؤسسات على تقديم تجربة عملاء مُتسقة ومريحة.

الكلمات المفتاحية التكامل متعدد القنوات ؛ مناصرة العملاء؛ SOR ؛ جودة العلاقة ؛ تكامل السعر والمنتج ؛ وتجربة العملاء.